

## Message Text

UNCLASSIFIED

PAGE 01 PORT M 00402 01 OF 02 220535Z  
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 CIAE-00 INR-10 LAB-04 NSAE-00  
PA-02 SIL-01 USIA-15 /053 W  
-----079529 220538Z /11

R 220040Z MAR 78  
FM AMEMBASSY PORT MORESBY  
TO SECSTATE WASHDC 3140  
USDOC WASHDC  
INFO AMEMBASSY CANBERRA  
AMEMBASSY SUVA  
AMEMBASSY WELLINGTON  
AMCONSUL SYDNEY

UNCLAS SECTION 1 OF 2 PORT MORESBY 0402

PASS TO IMC SYDNEY

E.O. 11652: N/A  
TAGS: BEXP, PP  
SUBJECT: TRADE/USA PNG'S TRADE EXHIBITION OR "WE WOWED THEM IN  
PORT MORESBY"

1. SINCE ITS OPENING AS A POST, PORT MORESBY HAS TRIED TO  
IMPRESS WASHINGTON OFFICIALS AND AMERICAN BUSINESSMEN ON  
THE POTENTIAL MARKET FOR US GOODS IN PNG. VISITORS TO PNG  
BOTH OFFICIAL AND PRIVATE, HAVE OFTEN COME AWAY CONVINCED OF  
THE TRADE OPPORTUNITIES BUT THEY AND THE POST HAVE BEEN  
UNABLE TO BUTTRESS THEIR ARGUMENTS WITH FIRM STATISTICS.

2. TRADE USA, THE UNITED STATE'S FIRST MAJOR TRADE EXHIBI-  
TION IN PAPUA NEW GUINEA HAS NOW PROVIDED SOME OF THOSE  
STATISTICS. HELD LAST WEEK THE THREE-DAY EXHIBITION DREW  
1300 VISITORS (1100 REGISTERED) AND SOLD \$230,000 WORTH OF  
EQUIPMENT OFF THE FLOOR. EXHIBITORS ESTIMATE ADDITIONAL  
POTENTIAL SALES IN THE NEXT 12 MONTHS AT GREATER THAN  
\$1.7 MILLION. FINAL FIGURES WILL PROBABLY SEND TOTAL  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PORT M 00402 01 OF 02 220535Z

SALES - ACTUAL AND POTENTIAL - TO WELL OVER \$2 MILLION.

3. BY U.S. STANDARDS, TRADE USA WAS A SMALL SHOW WITH 12  
EXHIBITORS REPRESENTING 30 AMERICAN COMPANIES. MOST  
COMPANIES HAD ONLY ONE OR TWO PRODUCTS ON DISPLAY. THE  
EXHIBIT CONSISTED OF AUDIO VISUAL, EDUCATIONAL,  
SECURITY AND OFFICE EQUIPMENT. WE WERE

HESITANT ABOUT THE USE OF AUSTRALIAN EXHIBITORS AND THE EXHIBITION OF HIGH TECHNOLOGY EQUIPMENT IN A LDC.. WE NEVERTHELESS, ACCEPTED THE SHOW BECAUSE WE FELT THAT THE PNG MARKET WAS RICH ENOUGH TO AT LEAST SATISFY THE MINIMUM EXPECTATIONS OF THE EXHIBITORS AND BECAUSE WE FELT SUCH A SHOW WOULD PROVIDE A BIG BOOST TO OUR OTHER TRADE PROMOTION ACTIVITIES. THE SHOW'S SUCCESS GREATLY EXCEEDED OUR MOST OPTIMISTIC EXPECTATIONS. IT MAY WELL HAVE BEEN THE MOST SUCCESSFUL TRADE SHOW EVER HELD BY ANYONE IN PORT MORESBY. (THE AUSTRALIANS HOLD 4 OR 5 SHOWS A YEAR AND BOTH SOUTH KOREA AND CHINA, MAINLAND, HAVE HELD SHOWS IN THE PAST TWO YEARS.)

4. CONSIDERABLE CREDIT MUST GO TO THE SYDNEY IMC FOR ITS THOROUGHLY PROFESSIONAL JOB. MANY VISITORS TOLD EMBASSY OFFICIALS THIS WAS THE MOST PROFESSIONAL SHOW EVER HELD IN PORT MORESBY. THE IMC ORIGINALLY PROPOSED THE SHOW AND RECRUITED MOST OF THE EXHIBITORS. IT ALSO SENT FOUR OF ITS STAFF TO PNG TO SET UP AND RUN THE EXHIBIT.

5. A ROUND TABLE DISCUSSION ON "DOING BUSINESS IN PNG" WAS ORGANIZED BY THE POST, AND USIS SUPPLIED MATERIALS FOR THE AMERICAN STYLE BUFFET LUNCHEON HELD DURING THE EXHIBITION AT THE HOTEL. THE EMBASSY ALSO PROVIDED ADDITIONAL STAFF FOR THE EXHIBITION AND WILL

UNCLASSIFIED

PAGE 03 PORT M 00402 01 OF 02 220535Z

HANDLE ALL FOLLOW-UP WORK ON THE EXHIBITION.

6. THE EXHIBIT HAD MANY ADDITIONAL BENEFITS NOT DIRECTLY MEASURABLE. THE BUILDING OF A MAILING LIST ALSO ALLOWED THE COMMERCIAL SECTION TO START ITS FIRST COMPANY FILE (A GOWYMOF OUR CAP). IT GAVE A MAJOR PUBLICITY BOOST TO PUBLIC AWARENESS OF THE COMMERCIAL SECTIONS SERVICES (ANOTHER CAP GOAL). A SPECIAL ISSUE OF OUR COMMERCIAL NEWSLETTER - TRADE TOK - DESCRIBING OUR COMMERCIAL SERVICES WAS DISTRIBUTED AT THE SHOW. EXHIBITION ACTIVITIES RESULTED IN THE ADDITION OF SEVERAL HUNDRED NAMES TO TRADE TOK'S MAILING LIST. WHILE ON THE EXHIBITION FLOOR, THE E/C OFFICER PICKED UP SEVERAL NEW TRADE OPPORTUNITIES AND OBTAINED AN AGENT FOR A FIRE ENGINE MANUFACTURER (FMC CORPORATION). (FMC WILL BE BIDDING ON A MILLION DOLLAR FIRE ENGINE TENDER).

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 PORT M 00402 02 OF 02 220539Z  
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 CIAE-00 INR-10 LAB-04 NSAE-00  
PA-02 SIL-01 USIA-15 /053 W  
-----079541 220540Z /11

R 220040Z MAR 78  
FM AMEMBASSY PORT MORESBY  
TO SECSTATE WASHDC 3141  
USDOC WASHDC  
INFO AMEMBASSY CANBERRA  
AMEMBASSY SUVA  
AMEMBASSY WELLINGTON  
AMCONSUL SYDNEY

UNCLAS SECTION 2 OF 2 PORT MORESBY 0402

PASS TO IMC SYDNEY

7. THE POST FEELS THAT THE SUCCESS OF THIS EXHIBITION IS A CLEAR INDICATION OF THE POTENTIAL FOR INCREASED U.S. TRADE IN PAPUA NEW GUINEA. PAPUA NEW GUINEA IMPORTS ROUGHLY \$500 MILLION WORTH OF GOODS EACH YEAR. THE U.S. SHARE IS UNUSUALLY \$30-40 MILLION. THUS, THE \$2 MILLION EXHIBITION REPRESENTS A SUBSTANTIAL INCREASE IN U.S. TRADE. WE BELIEVE, HOWEVER, THAT IT IS ONLY THE TIP OF THE ICEBERG. WE BELIEVE EXHIBITIONS IN FOOD PACKAGING EQUIPMENT, COMMERCIAL FISHING EQUIPMENT OR SAWMILL EQUIPMENT WOULD BE EVEN MORE SUCCESSFUL. WHILE CLOSE TO HALF OF PNG'S IMPORTS COME FROM AUSTRALIA, U.S. GOODS ARE IN MOST CASES CONSIDERABLY CHEAPER AND SHIPPING COSTS FROM U.S. WEST COAST TO MANY PORTS IN PAPUA NEW GUINEA ARE NO MORE EXPENSIVE THAN THOSE OF AUSTRALIA.

8. WE HOPE THAT THIS SUCCESS WILL ENCOURAGE BOTH COMMERCE AND STATE TO PROVIDE PORT MORESBY WITH FUTURE TRADE EXHIBITIONS AND THE BADLY NEEDED EXTRA STAFF WE HAVE REQUESTED IN THE PAST. AGAIN, WE WISH TO THANK BOTH THE  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PORT M 00402 02 OF 02 220539Z

IMC FOR ITS EXCELLENT WORK AND USDOC FOR ITS SUPPORT IN WHAT INITIALLY APPEARED TO BE A RISKY ADVENTURE.  
OLMSTED

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 22 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978PORTM00402  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780125-0889  
**Format:** TEL  
**From:** PORT MORESBY  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780337/aaaabfew.tel  
**Line Count:** 169  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** a85ac1bf-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 4  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3238640  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** TRADE/USA PNG\ S TRADE EXHIBITION OR \ "WE WOWED THEM IN PORT MORESBY"  
**TAGS:** BEXP, PP  
**To:** STATE COM  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/a85ac1bf-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014